

PUBLIC INFORMATION OFFICER

Admin Level 3
FLSA Status: *Exempt*

GENERAL DEFINITION OF WORK:

To act as the spokesperson for Fauquier County Public Schools, providing information about the mission, goals, successes, operations, and challenges of the district. Works both inside and outside of the office to help promote good will and a positive image for the Division, staff and students. To identify and recommend policies and procedures in the public interest, helping to earn public understanding and support.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Serves as the District's point person for public and media inquiries.
- Monitors and contributes content to all digital communications, including division webpage, social media, email and phone notification systems.
- Writes press releases, fact sheets, articles, speeches and other content for print digital communications.
- Conducts interviews on the phone or in person with members of the media to include, web-based and television media.
- Composes and disseminates press releases for internal and external audiences.
- Coordinates the development of the School Division calendar and oversees the development of the Superintendent's Annual Report.
- Provides professional support and advice to various departments regarding letter writing, effective communication decisions, and graphic design.
- Proofreads and edits documents for various departments.
- Manages relationships with key partnerships and stakeholders to ensure effective and timely communication.
- Answers inquiries from the community and/or staff regarding the school division to include, responses to FOIA requests; ensures response to the public is in accordance with FOIA requirements.
- Attends all school board committee meetings and other events at the superintendent's request.
- Collaborates with various departments to recognize outstanding contributions made by division employees and coordinate division recognition events.
- Serves as media coverage correspondent for division events and school events.
- Plans and designs video services for the division when requested.
- Develops internal and external communications to include but not limited to the division newsletter and brochures.
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Requires the ability to coordinate, design, implement, manage, and/or correlate data. Includes exercising judgment in determining time, place and/or sequence of operations, referencing data analyses to determine necessity for revision of organizational components, and in the formulation of operational strategy. Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions. Requires the ability to exercise judgment, decisiveness and creativity in situations involving the direction, control and planning of an entire program or set of programs.

EDUCATION AND EXPERIENCE:

Bachelor's degree in Public Relations, Communications, Journalism, Public Administration, or closely related field; supplemented by six (6) years previous experience and/or training that includes public relations, media relations, journalism, marketing, communications, graphic design, public speaking, and personal computer operations (experience in a local government environment preferred); or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

PHYSICAL REQUIREMENTS:

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, determining the accuracy and thoroughness of work and observing general surroundings and activities; high level of intensive mental work required; the worker is not subject to adverse environmental conditions.

SPECIAL REQUIREMENTS:

Possession of an appropriate driver's license valid in the Commonwealth of Virginia.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks.